

DIGITAL ADVERTISING SERVICES AGREEMENT

Between:

Bull Moose Strategy LLC ("Consultant")

Kelly P. Fitzgerald, Principal

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And:

Mark A. Van Buren ("Client")

Citizens for Van Buren ("Committee")

mavb@att.net | (740) 404-8656

Effective Date: _____, 2026

1. Scope of Services

Consultant will provide digital advertising and campaign management services for the following election:

- **Office:** Licking County Commissioner
- **District/Jurisdiction:** Licking County, Ohio
- **Election Date:** May 5, 2026 (Republican Primary)
- **Service Tier:** The Blitz (County, Custom Scope)

Services Included:

Week 1: Foundation & Platform Setup

- Website content expansion on existing citizensforvanburen.com: Issues page, Endorsements page, Events page
- Basic SEO optimization (meta descriptions, page titles, Open Graph tags)
- Google Analytics installation and configuration
- Meta (Facebook/Instagram) political ad authorization submitted
- Google Ads election verification submitted (covers Search + YouTube)
- YouTube political ad authorization
- Ballotpedia Candidate Connection survey completion
- VOTE411 / League of Women Voters voter guide completion
- Ad creative development: 4-6 static ad designs + 2-3 short video ads
- Light digital security review of candidate's public online presence

Weeks 2-5: Advertising & Optimization

- Facebook + Instagram awareness/traffic campaign — geo-targeted to Licking County ZIP codes
- Google Search ads — targeting election-relevant search queries in Licking County
- YouTube pre-roll/in-stream video ads — targeting viewers in Licking County

- A/B testing of ad creative and messaging across all platforms
- Daily monitoring and optimization of all campaigns
- GOTV countdown ads activated (E-7)
- Election Day reminder ads
- Weekly performance reports (all platforms)
- Media outreach support: talking points for press interviews, candidate forum prep notes

Ongoing:

- Access to a password-protected campaign dashboard showing ad performance, campaign timeline, competitor tracking, and document center

Post-Election:

- Final comprehensive performance report with full spend accounting
- Transfer of all account access and data to Client

Digital Security Audit (Light — Included):

- Public social media content review across all platforms
- Basic breach detection (HaveIBeenPwned check)
- Flagged content summary with recommendations
- This is a light review, not the full AI-powered scan (available as a fixed-price \$500 add-on via Change Order)

Services NOT Included:

The following services are **outside the scope** of this agreement. They are not covered by the consulting fee and will not be performed unless a separate Change Order is executed (see below).

Examples of out-of-scope work include but are not limited to:

- **Ad spend** — billed directly to Committee's ad accounts, not to Consultant (see Section 2)
- **Full website rebuild** — this engagement covers adding content pages to the existing GoDaddy site (citizensforvanburen.com); building a new custom website from scratch is not included
- **Professional video production** — Consultant will create video ads from Client-provided photos and footage; on-location filming, drone footage, professional videography, or studio production is not included
- **Direct mail design and printing** — Consultant may coordinate messaging with Client's mailer team, but design, printing, and postage are not included
- **Ongoing social media content management** — this engagement covers paid advertising; organic Facebook/Instagram posting, comment moderation, and daily content creation are Client's responsibility
- **Additional ad platforms** — this engagement covers Meta (Facebook/Instagram), Google Search, and YouTube; adding platforms such as TikTok, Snapchat, Spotify, or Connected TV (CTV/OTT) is not included
- **Voter data file purchases** — purchasing voter files from the Ohio Secretary of State or third-party data vendors
- **Polling or survey research**
- **Event planning, staffing, or logistics**
- **Print design** — yard signs, banners, business cards, bumper stickers

- **Legal compliance advice** — Consultant is not an attorney and does not provide legal counsel on election law, campaign finance reporting, or regulatory compliance

If it's not listed in "Services Included" above, it's not included. When in doubt, ask.

Change Orders (Additional Work Beyond Scope):

Any work requested by Client that falls outside the Services Included above will require a written Change Order signed by both parties before work begins. Change Orders will specify:

- Description of the additional work
- Estimated hours and timeline
- Cost: billed at **\$150.00 per hour**
- Payment terms (due upon completion or as specified)

No out-of-scope work will be performed, and no additional charges will be incurred, without Client's prior written approval via a signed Change Order. Verbal requests are not sufficient — this protects both parties.

Examples of work that would require a Change Order:

- "Can you also build us a new website from scratch?" — Yes, via Change Order at \$150/hr
- "Can you run TikTok ads too?" — Yes, via Change Order at \$150/hr
- "Can you design our mailer?" — Yes, via Change Order at \$150/hr
- "Can you do a full AI-powered digital security scan?" — Yes, available as a \$500 add-on
- "Can you film a campaign video at an event?" — Yes, via Change Order at \$150/hr

Digital Opposition Research (Included — Public Sources Only):

Opposition research provided by Consultant is limited exclusively to **publicly available digital sources** including:

- Social media profiles, posts, and engagement (public accounts only)
- Campaign finance filings (Ohio Secretary of State, county BOE)
- Political ad libraries (Meta Ad Library, Google Ad Transparency Center)
- News articles, press coverage, and public statements
- Public court records, business registrations, and government filings
- Internet archive (Wayback Machine) for cached/deleted web content
- Search engine results and public databases

Consultant does NOT provide:

- Private investigation, surveillance, stakeouts, or physical following
- Background checks requiring a licensed private investigator
- Access to non-public, sealed, or restricted records
- Social engineering, impersonation, or catfishing
- Any activity requiring a private investigator license under Ohio Revised Code Chapter 4749

Opposition research is a **component of campaign consulting services**, not a standalone investigative service. All findings are from publicly available sources and are presented in a branded report with full source attribution.

2. Compensation

Consulting Fee

Service Tier: The Blitz (County, Custom Scope)

ITEM	AMOUNT
Total consulting fee	\$2,500.00
Due within 7 days of signing	\$2,500.00 (100%)

This is a one-time fee covering all professional services described in Section 1 from the Effective Date through May 19, 2026 (14 days after Election Date). **Work begins on the Effective Date** (the date both parties sign this agreement), regardless of whether payment has been received. Consultant will begin ad platform verification submissions and website content work immediately upon signing.

Ad Spend (Separate from Consulting Fee)

Consultant acts as **Client's agent** — not as principal — for all media purchases and advertising placements.

Client Pays Platforms Directly:

All advertising spend is billed directly to the Committee's own ad platform accounts (Google Ads, Meta Ads). Consultant manages the campaigns but does not collect, hold, or mark up ad spend. Consultant will recommend budget allocations; Client approves all spend levels.

Consultant will assist Client in setting up platform payment methods via screen share. Consultant will never directly handle Client's credit card numbers or payment credentials.

Recommended ad spend: \$2,500 – \$3,000 over the campaign period, allocated approximately:

- Facebook + Instagram: 60% (\$1,500-1,800)
- Google Search: 20% (\$500-600)
- YouTube: 20% (\$500-600)

These are recommendations. Client approves all spend levels and may adjust at any time.

Processing Fees

Consultant uses third-party cloud services for certain analyses including AI-powered content classification and security scanning. Processing fees under \$50 per engagement are included at no additional cost. In the unlikely event that processing fees exceed \$50, the additional fees will be disclosed to Client before processing begins and billed at cost with no markup.

Payment Terms

- **Primary:** Payment by invoice — Client receives a professional invoice via email and pays by credit card, debit card, ACH bank transfer, or check
- Payment processing fees are included in consulting fee pricing — Client is not charged separately for processing
- Consulting fee is due within 7 days of signing and is non-refundable once work begins (see Section 8). Work begins on the Effective Date.

- **Failure to pay:** If the consulting fee is not received within 7 days of the invoice date, all work — including ad management, content creation, and campaign support — will be paused immediately until payment is received in full. Ads may continue to run and accrue charges on the platforms during a payment pause; Consultant is not responsible for ad spend incurred during this period.

3. Client Responsibilities

3A. What Client Must Provide for Ad Platform Verification

Google and Meta both require verified political committee credentials before they will allow political advertising. **Consultant cannot begin running ads until these items are provided and verification is approved by the platforms.** Verification takes 5-7 business days per platform after submission — delays in providing these materials directly reduce the number of days your ads are running before Election Day.

For Google Ads Election Verification (required for Google Search + YouTube ads):

1. **Committee EIN (Employer Identification Number)** — The EIN for Citizens for Van Buren as filed with the IRS
2. **IRS CP575 Notice or 147C Letter** — The official IRS document confirming the committee's EIN. Google requires this specific document — no substitutes accepted. If the CP575 has not arrived by mail, Client can call the IRS Business & Specialty Tax Line at (800) 829-4933 and request a 147C letter (same legal weight, can be faxed same day).
3. **Ohio Secretary of State committee filing confirmation** — Proof that Citizens for Van Buren is a registered campaign committee in Ohio
4. **Government-issued photo ID** — Google requires identity verification of the person submitting the election ads verification. Depending on account setup, this may be the candidate (Mark Van Buren) or the Consultant (Kelly Fitzgerald). Both parties should have a valid driver's license or passport available. Consultant will advise which is needed during setup.
5. **Committee mailing address** — As filed with the IRS and Ohio Secretary of State (must match)

For Meta Political Ad Authorization (required for Facebook + Instagram ads):

1. **Government-issued photo ID** of the person managing the ad account — This will typically be the Consultant (Kelly Fitzgerald), as the person running the ads. Meta verifies identity through a multi-step process including ID upload and a confirmation code sent by mail or via an authenticator app. Client's ID may also be required if Client is the ad account owner.
2. **"Paid for by" disclaimer text** — The exact text that will appear on every ad (e.g., "Paid for by Citizens for Van Buren"). This must match the committee's legal name.
3. **Facebook Page admin access** — Consultant needs Advertiser-level access to the "Mark Van Buren For Commissioner" Facebook page (facebook.com/profile.php?id=100063984402079). Client grants this through Facebook Page Settings → Page Access → Add New.

For both platforms:

1. **Committee phone number** — Used during verification
2. **Committee email address** — Used for verification correspondence
3. **Credit or debit card** for ad spend — Client enters this directly into the platform during a screen share session with Consultant. Consultant never handles or stores payment credentials.

3B. Additional Client Responsibilities

Client agrees to:

1. **Provide all items in Section 3A within 2 business days of signing** — Every day of delay is a day closer to Election Day without ads running
2. **Provide high-resolution photos, headshots, and biographical information** for website content and ad creative within 3 business days of signing
3. **Grant advertiser access** to Client's Facebook page within 1 business day of signing
4. **Review and approve all content** within 48 hours of submission (ads, website copy, voter guide responses)
5. **Respond to Consultant communications** within 48 hours
6. **Ensure all statements used in advertising** are truthful and accurate
7. **Provide timely access** to existing accounts (GoDaddy website admin, domain registrar, social media logins)
8. **Pay ad platform invoices** directly and on time (Google Ads, Meta)
9. **Maintain valid campaign committee** registration with the Ohio Secretary of State throughout the engagement

3C. Delays Caused by Client

Any delays in providing the materials listed in Sections 3A and 3B will directly result in a corresponding delay in Consultant's ability to deliver services. Such delays are not the responsibility of Bull Moose Strategy LLC.

Specifically:

- If ad platform verification documents (Section 3A) are not provided within 2 business days of signing, the 5-week campaign timeline will shift accordingly. Consultant cannot run ads on platforms that have not approved the committee's verification.
- If content approvals, photos, or account access (Section 3B) are not provided within the stated deadlines, deliverables dependent on those items will be delayed by the same number of days.
- Platform verification timelines (5-7 business days for Google; 5-7 business days for Meta) are controlled by Google and Meta, not by Consultant. If a platform rejects or delays verification, Consultant will work to resolve it promptly but cannot guarantee a specific approval date.

Delayed delivery caused by Client's failure to provide required materials is not grounds for fee reduction, refund, or termination for cause.

4. Intellectual Property & Ownership

Client Owns:

- All website content added or modified during this engagement
- Ad creative (images, copy, videos) produced for this campaign
- All platform accounts created for this campaign (Google Ads, etc.)

- Analytics data, email lists, and audience data generated during campaign
- Dashboard and reports delivered during the engagement

Consultant Retains:

- The right to use anonymized campaign data and results as a case study (see Section 10)
- All proprietary tools, templates, processes, and automation systems used to deliver services
- The campaign management methodology and playbook

Credit & Attribution:

Client grants Consultant the right to display a discreet credit line ("Digital strategy & media by Bull Moose Strategy") in the footer of all digital properties created under this agreement. The credit will be small, non-prominent, and will link to bullmoosestrategy.com. Client may request removal of this credit at any time in writing, and Consultant will remove it within 7 days of the request.

Transfer:

Upon completion of the engagement (or termination), Consultant will transfer full admin access to all campaign accounts and export all data to Client within 14 days.

5. Social Media & Data Access Authorization

Client authorizes Consultant to:

1. **Access client social media accounts** (Facebook, Instagram, and any other platforms specified) at the Advertiser or equivalent access level for the purpose of content management, security auditing, and advertising
2. **Scan publicly available data** using automated tools including keyword matching, AI content classification, and image analysis
3. **Strip metadata** (GPS coordinates, device information) from Client's images before publication

Client agrees to:

- Provide authorized access to all relevant accounts
- Enable two-factor authentication on all campaign accounts (Consultant will assist with setup)
- Change all account passwords upon conclusion of the engagement

Data handling: All client data exports, scan results, and security reports are stored on Consultant's encrypted local systems and Cloudflare-hosted infrastructure. Data is not shared with any third party. All client data is deleted within 90 days of engagement conclusion unless Client requests retention for re-election purposes.

6. Confidentiality

Consultant agrees to:

- Keep all campaign strategy, messaging, opposition research, security audit findings, and internal communications strictly confidential
- Never share Client's campaign information, scan results, flagged content, or security vulnerabilities with any opposing candidate, campaign, party organization, media outlet, or any third party
- Never reveal that Client is a client of Bull Moose Strategy without written permission (see Section 10)
- Destroy or securely delete all Client data within 90 days of engagement conclusion
- Maintain strict separation between all client engagements — no client's strategy, data, or vulnerability information will ever be shared with or influence work for another client

Client agrees to:

- Keep all proprietary tools, techniques, and methodologies used by Consultant strictly confidential
- Not reverse-engineer, replicate, or share Consultant's security scanning processes, automated tools, or operational methods with any third party
- Not disclose the specific techniques used in the Digital Security Audit to competitors, media, or other consultants

Non-Partisan Disclosure:

Client acknowledges that Consultant works with Republican, Independent, Libertarian, and nonpartisan candidates. Consultant maintains strict confidentiality walls between all clients.

7. Representations & Disclaimers

Consultant represents that:

- Consultant has experience managing political digital advertising campaigns
- Consultant will perform services professionally and in good faith
- Consultant will comply with all applicable advertising platform policies

Consultant does NOT guarantee:

- Any specific election outcome (win or loss)
- Any specific performance metrics (impressions, clicks, conversions)
- Approval of political ad verification by Google, Meta, or any platform (verification is at the platform's sole discretion)
- Any specific search engine ranking or organic traffic level

Compliance:

- Consultant will handle platform-specific compliance (Google Election Ads Verification, Meta Political Ad Authorization, YouTube Political Ad Authorization)
 - **Client is solely responsible** for compliance with federal, state, and local election laws, including but not limited to campaign finance reporting, "paid for by" disclosures, and contribution limits
 - Consultant recommends Client consult with an election law attorney for legal compliance questions
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8. Term & Termination

Term:

This agreement begins on the Effective Date and continues through May 19, 2026 (14 days after Election Date), unless terminated earlier.

Termination by Client:

Client may terminate this agreement at any time with 7 days written notice. Upon termination:

- Consulting fee is non-refundable once work begins (work begins on the Effective Date)
- Consultant will pause all running ad campaigns within 24 hours of receiving termination notice
- Consultant will transfer full admin access to all campaign accounts and export all data to Client within 14 days
- Client is responsible for any ad spend charges incurred between the termination notice and the time campaigns are paused

Termination by Consultant:

Consultant may terminate this agreement if:

- Client fails to pay the consulting fee within 7 days of the invoice date
- Client fails to respond to communications for 14+ consecutive days
- Client requests services that violate platform policies or applicable law
- Client engages in conduct that would damage Consultant's professional reputation

Upon Consultant-initiated termination:

- Consultant will pause all running ad campaigns within 24 hours
 - Any unearned portion of fees will be refunded within 30 days
 - Consultant will transfer all accounts and data to Client within 14 days
 - Client is responsible for any ad spend charges incurred up to the point campaigns are paused
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9. Limitation of Liability

Consultant's total liability under this agreement shall not exceed the total consulting fee paid by Client (\$2,500.00). Consultant is not liable for:

- Decisions made by advertising platforms (ad rejections, account suspensions, policy changes)
 - Platform outages or technical failures beyond Consultant's control
 - Results of the election
 - Third-party actions (opponent attacks, media coverage, platform algorithm changes)
 - Client's failure to provide timely approvals or accurate information
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10. Case Study & Testimonial Rights

Anonymized Case Study (Default):

Consultant may use anonymized campaign performance data (metrics, spend levels, results) in marketing materials, website, and presentations. No candidate name, district, or identifying details will be used without written permission.

Named Case Study (Optional):

With Client's written permission (separate from this agreement), Consultant may use Client's name, office, and specific results in marketing materials.

Client's preference (initial one):

- Anonymized case study only
- Named case study permitted
- No case study use at all

Referral Program (Optional):

Client may refer other candidates or political organizations to Consultant. If a referred party enters into a paid engagement with Consultant:

- **Referral credit:** Client receives a 10% credit toward future services.
- **Referral acknowledgment:** With Client's permission, Consultant may inform the referred party that Client made the referral. Consultant will NOT share any confidential campaign details, strategies, or engagement terms.

Client's referral preferences (initial one):

- **OPT IN** — Consultant may mention my name when contacting candidates I refer
- **OPT OUT** — Do NOT use my name in referral outreach; keep referral anonymous

Testimonial & Endorsement (Optional):

With Client's written permission, Consultant may request a brief testimonial quote for use on Consultant's website, social media, and marketing materials.

Client's testimonial preference (initial one):

- **OPT IN** — I am willing to provide a testimonial if asked
- **OPT OUT** — I do not wish to provide a testimonial

11. Dispute Resolution

Any disputes arising under this agreement will be resolved through:

1. Good faith negotiation between the parties (30 days)
2. Non-binding mediation in Licking County, Ohio
3. Binding arbitration under the rules of the American Arbitration Association

This agreement is governed by the laws of the State of Ohio. Bull Moose Strategy LLC is an Ohio limited liability company (Doc ID: 202607805970).

12. Entire Agreement

This agreement constitutes the entire understanding between the parties. Amendments require written consent of both parties. This agreement may be signed electronically.

Signatures

Consultant:

Kelly P. Fitzgerald, Principal

Bull Moose Strategy LLC

Date: _____

Client:

Mark A. Van Buren

Citizens for Van Buren

Date: _____

Bull Moose Strategy LLC — Service Agreement v2.1 (Van Buren Engagement)

Ohio LLC | EIN: 41-4999862 | Doc ID: 202607805970